

Key Features

- ATSC Integrated Tuner with CableCARD™ Slot
- 16:9 HD Resolution S-PVA Panel - 1366(H) x 768(V)
- WEGA Engine™ System
- WCG-CCFL (Wide Color Gamut-CCFL) backlight
- WEGA GATE™ - Easy Operation Guide
- PC Input
- HDMI™ (High Definition Multimedia Interface) Connector



Key Technologies

7th Generation Sony® LCD Panel The Sony® BRAVIA™ XBR® series uses the world's first 7th generation Sony LCD panel for truly matchless image quality and performance. Specially crafted at the S-LCD plant, these panels are produced from the world's biggest mother glass to efficiently create large, high quality panels. The 1 Mega Pixel S-PVA high definition display (1366 x 768) that is used offers an astounding 178 degree viewing angle, very fast response times (8 ms total rise and fall time) and a spectacular contrast ratio.

WCG-CCFL (Wide Color Gamut-Cold Cathode Fluorescent Light) Sony brings decades of television expertise and experience to LCD with a revolutionary backlight - WCG-CCFL. New spectrum phosphors have been developed exclusively by Sony to deliver a very wide color gamut that exceeds the color gamut of ordinary CCFL backlights and produces true reds, vivid greens and vibrant blues. Images are reproduced with enhanced vibrancy and intensity resulting in an even greater sense of realism.

WEGA Engine™ Because of the special demands HDTV places on signal quality a new generation of Sony's exclusive WEGA Engine™ advanced picture quality system has evolved. Two innovative digital imaging processes have been added to improve overall picture quality. A High Contrast Image processor dynamically detects the histogram of each frame and instantly applies the ideal contrast level for crisper images. And the Natural High Density Picture image processor reduces noise elements by intelligently separating the noise from the video signal for a purer more detailed picture. Enjoy a stunning display of realistic images, amazing detail and sharpness, reduced noise and enhanced clarity with improved depth and contrast.

WEGA GATE® User Guide Explore and navigate your Sony "BRAVIA" television effortlessly with the WEGA GATE user guide. You can easily change your settings or access your favorite TV channels and external inputs. Simply touch the WEGA GATE button on the remote control to activate the comprehensive graphic menu. Your eyes remain on the screen instead of searching in the dark for tiny buttons on the remote control.



Features

General

AutoSAP: Yes
Closed Caption (CC): Yes
ID1 Detection: Yes
Video Label: Yes
Clean Wire Management: Yes

Video

Screen or Display Technology: 7th Generation LCD Panel
Tuner: 8 VBS, ATSC, NTSC, Clear QAM
Video Processing: Yes (WEGA Engine™ Technology)
Color Temperature: Cool, Neutral, Warm 1, Warm 2
Color Correction: High, Low, Off
Noise Reduction: Yes
Black Corrector: High, Medium, Low, Off
Clear White: High, Low, Off
Color Space: Wide, Normal
Gamma Compensation: Max, High, Medium, Low, Off
Live Color: High, Medium, Low, Off
CineMotion® Reverse 3:2 Pulldown Technology: Yes
Contrast Enhancer: High, Low, Off
Direct Digital II Circuitry: Yes
Screen Modes (4:3): Wide Zoom, Normal, Full, Zoom, Off
Wide Mode (16:9): Wide Zoom, Full, Zoom
Wide Mode (4:3): Wide Zoom, Normal, Full, Zoom
Wide Mode (PC): Normal, Full, Full 2, Zoom, Off
Slide Show Mode: Slide Show transitions
Display Mode for PC Input: Video, Text
Comb Filter: 3D Digital Comb Filter
DRC® MultiFunction Circuitry: Yes (DRC MF V1)
DRC® Mode: Yes
DRC® Palette Presets: Yes
Game Mode: On/Off
Auto Adjustment (PC): Yes
Phase (PC Only): Yes
Pitch (PC Only): Yes
Light Sensor: Yes
Advanced Video Menu: Yes
Picture Modes: Vivid, Standard, Custom
Color System: ATSC, NTSC

Audio

Tone Control(s): Treble, Bass
Sound Mode: Dynamic, Standard, Custom
MTS Stereo Decoder: Yes
A/V Synch: Off/1/2/3
Digital Amplifier: Yes (S-Master® Digital Amplifier)
Audio Mute: Yes
Speaker On/Off: Yes
Simulated Surround: Yes
SRS® TruSurround® XT Audio Effect: Yes

Convenience

Channel Caption: On, Off, Program
Channel Label: Yes
Channel Skip/Add: Yes
Channel Jump: Yes
Favorite Channel: Yes
Speed Surf™ Channel Selection: Yes
WEGA GATE™ Technology: Yes
Scrolling Channel Index® System: 2 Event
Program Guide Access: Yes
Auto Channel Programming: Yes
Menu Color: Yes

Multiple Language Display: English, Español, Français
Parental Control (V-Chip): Yes
Mode Memory: Yes
Info Banner: Yes
Programmable Timer: 2 Event
Sleep Timer: 15, 30, 45, 60, 90, Off
Timer Events: Timer 1, Timer 2
Caption Vision: Basic, Digital CC, Advanced
Clock: Yes
Power Save Mode: Standard, Reduced, Picture Off
Built-in AC Adaptor: Yes
Picture Freeze: Yes (with side-by-side viewing)

Specifications

General

Aspect Ratio: 16:9
Screen Size: 40"¹
Native Resolution: 720p
Contrast Ratio: 1300:1
Display Resolution: 1366 x 768
Overscan: Normal, -1, -2
Viewing Angle: Right/Left: 178°, Up/Down: 178°
Display Response Time: 8ms
Vertical Size: Yes
Vertical Center: Yes
Horizontal Center: Yes
Brightness: Typical 480 cd/m²

Audio

Speaker Type: 2-Way, Oval Cone
Speakers (Total): 4
Tweeter Size: 1 4/7" (40mm)
Full Range Speaker Size: 40 x 100mm Oval, 40mm Tweeter
Audio Power Output: 26W Total (13W x 2)

Inputs and Outputs

Analog Audio Input(s): 6 (1 Front/5 Rear)
Audio Out (Variable/Fixed): 1 (Rear)
CableCARD™ Slot: 1 (Rear)
Component Video (Y/Pb/Pr) Input(s): 3 (1 Front/2 Rear) 480i, 480p, 720p, 1080i
Composite Video Input(s): 3 (1 Front/2 Rear)
RF Connection Input(s): 2 (Rear)
S-Video Input(s): 1 (Rear)
Headphone Output(s): 1 (Front)
PC Audio Input(s): 1 (Rear)
PC Video Input(s): 1 (Rear)
HDMI™ Connection(s): 1 (Rear) with Audio Input
Optical Audio Digital Output(s): 1 (Rear) Dolby® Digital

Power

Internal Power Supply: Yes
Power Consumption (in Operation): 240W
Power Consumption (in Standby): Less than 0.15W
Power Requirements: AC 120-240V, 50/60Hz
Power Management: Yes

Regulation and Standard Compliance

Energy Star® Compliant: Yes
VESA: Yes (200 x 100 hole pattern/ M4 thread size/ 14mm hole depth)

Service and Warranty Information

Limited Warranty: 1 Year Parts / 1 Year Labor

Dimensions

Weight: 68 lbs, 5 oz (34.3 kg) with pedestal; 54 lbs, 0 oz (28.1 kg) without pedestal
Measurements: 39 15/16" x 28 15/16" x 14 9/16" (1014.4 x 722.7 x 370.3 mm) with pedestal; 39 15/16" x 26 7/8" x 4 15/16" (1014.4 x 683.3 x 121.3 mm) without pedestal

Supplied Accessories

Remote Control (RM-YD002)
 Battery (Type AA, x2)
 AC Power Cord
 75-ohm Coaxial Cable - TBD
 D15-D15 Cable
 Cable Clamper
 Support Belt
 Securing Screws
 Operating Instructions
 Quick Setup Guide
 Warranty Card (SEL, SOCAN)
 Leaflet - TBD
 On-line Registration Card (SEL)

Optional Accessories

Wall-mount Bracket (SU-PW2)

UPCCode: 027242677272

Confidential Sony Information. For Internal Use Only.
 1. Screen Size measured diagonally.

©2005 Sony Electronics Inc. All rights reserved.
 Sony, XBR, S-Master, WEGA, WEGA GATE, WEGA Engine, Speed Surf, Dynamic Picture, CineMotion and DRC are trademarks of Sony. CableCARD is a trademark of Cable Television Laboratories, Inc. SRS and the SRS symbol, and TruSurround are trademarks of SRS Labs, Inc. ENERGY STAR® and the ENERGY STAR® mark are registered U.S. marks. BBE™ is a trademark of BBE Sound, Inc. This TV incorporates High-Definition Multimedia Interface (HDMI™) technology. HDMI, the HDMI logo and High-Definition Multimedia Interface are trademarks or registered trademarks of HDMI Licensing LLC. All other trademarks are property of their respective owners.
 Features and specifications are subject to change without notice. Non-metric weights and measures are approximate.



Please visit the Dealer Network for current information at www.sony.com/dn